

1 Alice Lee Giannetta (Pro Se Plaintiff)
2 77 W. 55th St., Apt. 12B
3 New York, NY 10019
4 Telephone: 917-576-6862
5 Email: Alicelee705@gmail.com
6

7

8 IN THE UNITED STATES DISTRICT COURT
9 FOR THE DISTRICT OF MONTANA
10 GREAT FALLS DIVISON

11

ALICE LEE GIANNETTA : CAUSE NO. CV-21-105-GF-BMM-JTJ
Plaintiff :
: COMPLAINT FOR
: LIBEL, SLANDER
: AND DEMAND
: FOR JURY TRIAL

v.

12 TANA JOHNSON :
13 Defendant :
14 :
15 :
16 _____

17

18 Plaintiff, Alice Lee Giannetta (appearing Pro Se)
19 alleges against Defendant TANA JOHNSON, as follows:
20

21

22

1

INTRODUCTION

2 1. Plaintiff, Alice Lee Giannetta is resident of New
3 York.

4 2. Plaintiff was a former beauty queen, she won titles
5 of Mrs. New York 2017, Mrs. Hong Kong 2018 and Mrs. World
6 2018.

7 3. As the winner of Mrs. World pageant, the Plaintiff
8 became very involved in the Mrs. World, Inc.

9 4. Plaintiff also developed a personal relationship
10 with David Marmel, the President of Mrs. World Inc., who
11 is now deceased.

12 5. Plaintiff has also traveled to Sri Lanka many times
13 and has personal relationships with businesses in Sri
14 Lanka.

15 6. Defendant Tana Johnson is a resident of Montana.

16 7. On or before May 4, 2020, Defendant Tana Johnson
17 authored a libelous press release to defame the
18 Plaintiff.

1 8. Said libelous press release is attached as **Exhibit**

2 **A.**

3 9. On or before May 4, 2020, Defendant Tana Johnson
4 published the said libelous press release by email to
5 many third parties, including Plaintiff's personal
6 contacts, including the Plaintiff's business associate,
7 Vogue Jewelers of Sri Lanka.

8 10. On or before May 4, 2020, Defendant Tana Johnson
9 also published said libelous press release on a Facebook
10 Group that has more than 50 pageant directors located all
11 over the United States.

12 11. Majority of these pageant directors in this Facebook
13 Group who read the said libelous press release knew the
14 Plaintiff personally.

15 12. As the result of Defendant Tana Johnson's libelous
16 press release, Plaintiff's business associate Vogue
17 Jewelers in Sri Lanka wrote an email to the Plaintiff,
18 attaching and citing to the Defendant's libelous press

1 release, and terminated his business dealings with the
2 Plaintiff on or about May 7, 2020.

3 13. The Plaintiff has been irreparably harmed by the
4 Defendant's unlawful and libelous defamatory statements.

5 14. By this action, Plaintiff seeks to hold the
6 Defendant accountable for her malicious and reprehensible
7 conduct.

8

PARTIES

9 15. Plaintiff is a licensed New York and New Jersey
10 attorney who has won numerous beauty pageants including
11 the Mrs. New York pageant in 2016 and the Mrs. World
12 pageant in December 2017.

13 16. Tana Johnson is a resident of Montana.

14

JURISDICTION AND VENUE

15 17. The court has subject matter jurisdiction over
16 Plaintiff's claim for defamation pursuant to 28 USC §
17 1332(a)(2) because the claim is between citizens of
18 different states and the amount in controversy exceeds
19 \$75,000.00.

1 18. Plaintiff is a citizen of New York. Defendant
2 Johnson is a citizen of Montana.

3 19. Venue is appropriate in this judicial district
4 pursuant to 28 USC § 1391(b) (3) because the Defendant is
5 subject to personal jurisdiction in this district.

6 20. This court has personal jurisdiction over Defendant
7 Tana Johnson because she is a resident of Montana.

8

9

FACTS

10 21. The Plaintiff is a former titleholder the of Mrs.
11 New York America, Mrs. Hong Kong and Mrs. World pageants.

12 22. On December 23, 2019, Plaintiff Alice Lee
13 Giannetta successfully secured an agreement ("December
14 Agreement") with her business associate Vogue Jewelers
15 of Sri Lanka to be the main sponsor of a Mrs. World 2021
16 Pageant for \$75,000.00.

17 23. The Plaintiff singlehandedly procured,

1 facilitated, and negotiated this December Agreement for
2 the Mrs. World 2021 pageant with Vogue Jewelers of Sri
3 Lanka through her own efforts and time.

4 24. The Vogue Jewelers of Sri Lanka had no prior
5 relationship with Defendant Johnson. They were solely
6 personal contacts of the Plaintiff.

7 25. Defendant Tana Johnson was aware that the Plaintiff
8 was successful and reached the December Agreement with
9 Vogue Jewelers of Sri Lanka.

10 26. On or about February 27, 2020, the President of
11 Mrs. World Inc., David Marmel, now deceased, sent a
12 letter to Vogue Jewelers of Sri Lanka, authorizing the
13 Plaintiff to accept all funds and make all executive
14 decisions regarding the Mrs. World pageant.

15 27. On or about February 29, 2020 the Plaintiff
16 flew to Colombo, Sri Lanka to attend the press conference
17 to launch the Mrs. World 2021 pageant with Vogue
18 Jewelers.

19 28. Defendant Johnson was aware of the Sri Lanka press

1 Conference.

2 29. On or about March 7, 2020 the decedent
3 David Marmel authorized the Plaintiff to handle all
4 matters pertaining to the Mrs. World 2021 pageant.

5 30. On or before May 4, 2020, Defendant Johnson
6 authored, published, and emailed the said libelous press
7 release to the Plaintiff's business associates in Sri
8 Lanka, including but not limited to Vogue Jewelers of Sri
9 Lanka. (See **Exhibit A**).

10 31. The Defendant did not stop there.

11 32. On or before May 4, 2020, out of malice intent
12 and wrongdoing, Defendant Johnson published, circulated,
13 and posted the defamatory press release (**Exhibit A**) on a
14 Pageant Facebook group hosting more than 50 pageant
15 directors and affiliates.

16 33. These 50 state pageant directors and affiliates
17 were all well-acquainted with the Plaintiff.

18 34. Incorporated in the libelous press release,

1 Defendant Johnson specifically accuses the Plaintiff of
2 being a "**liar and a thief**", to create discord between the
3 Plaintiff and Vogue Jewelers of Sri Lanka with purpose
4 to disrupt the December Agreement that the Plaintiff
5 entered into with them.

6 35. Defendant Johnson wrote: " I don't hesitate to add
7 this final but appropriate action was taken as a result
8 of the series of **blatant lies and other half truths** she
9 [Plaintiff] stupidly communicated in writing to the Sri
10 Lanka Organizing Committee and us - all of which became
11 a matter of record." (See attached **Exhibit A**)

12 36. In this slanderous and libelous press
13 release, the Defendant maliciously claim that the
14 Plaintiff **misappropriated** the funds and revenues from
15 Vogue Jewelers and Mrs. World Inc. and in fact called the
16 Plaintiff a "**liar and a thief**". (See **Exhibit A**).

17 37. Notwithstanding, the press release also
18 attempts to interfere with the Plaintiff's future
19 economic interest by directly addressing her creating of

1 her own pageant competition company, and urging others
2 to not join the Plaintiff: "We have little interest in
3 the reports of she creating her own competition. She will
4 probably adopt a title similar to Mrs. World in order to
5 cause confusion and unrest. **Don't be dragged into her now**
6 **well known web of ugliness, The spots on the Leopard do**
7 **not change**" (See **Exhibit A**).

8 38. Defendant' Press Release penultimate
9 paragraph stated: "**If any of you paid monies to her**
10 **[Plaintiff] for any purported Mrs. World related purpose**
11 **- that's money stolen! We urge you demand it returned to**
12 **you immediately. She [Plaintiff] had no authorization**
13 **from Mrs. World to accept revenues for any reason.**
14 **Failure for her [Plaintiff] to return said sums in our**
15 **opinion elevates the matter to a criminal level. We would**
16 **suggest you approach the US Consulate to report the issue**
17 **for their advice. We regret all of this but it's done not**
18 **by us!** (See **Exhibit A**).

19 39. Plaintiff has demanded from the Defendant

1 the immediate removal of the defamatory and slanderous
2 press release as well as posting a retraction and
3 apology.

4 40. The statements made by the Defendant in the
5 defamatory and slanderous press release were **not**
6 **privileged**, they were intended to be and are false and
7 malicious and were made with reckless disregard to the
8 truth. They were made with intentions to not only
9 terminate the December Agreement the Plaintiff procured
10 with the Vogue Jewelers, but to also prevent the
11 Plaintiff from entering into any future contracts or any
12 future business dealings in the pageant world business.

13 41. On average, there is approximately 40
14 Contestants who enter the pageant.

15 42. Therefore, in addition to the \$75,000.00
16 Economic loss, the Plaintiff could have expected to
17 receive between \$66,000.00 and \$100,000.00 entrance fee
18 from the contestants.

19

1

FIRST CAUSE OF ACTION

2

Libel

3

Montana Code Annotated § 27-1-802

4 43. The Plaintiff restates and realleges the
5 allegations set forth in Paragraphs 1- 42 and
6 incorporates them by reference.

7 44. On or before May 4, 2020 the Defendant Tana Johnson
8 published the defamatory press release on a Facebook
9 group where there are more than 50 pageant directors and
10 affiliates who know the Plaintiff.

11 45. On or before May 4, 2020, Defendant Johnson's
12 libelous press release was also emailed to the
13 Plaintiff's business associates, including but not
14 limited to Vouge Jewelers in Sri Lanka.

15 46. In the press release, the Defendant make
16 numerous statements which are bold faced lies.

17 47. Also in the press release, the Defendant
18 claim the Plaintiff made "**blatant lies or half truths**"
19 in writing to Vogue Jewelers.

1 48. This statement is false.

2 49. All statements made to Vogue Jewelers
3 were true and with full authority and transparency of
4 deceased President of Mrs. World, David Marmel.

5 **SECOND CAUSE OF ACTION**

6
7 **SLANDER**

8
9 **Montana Code Annotated § 27-1-803**

10
11 50. The Plaintiff restates and realleges the
12 allegations set forth in Paragraphs 1- 49 and
13 incorporates them by reference.

14 51. The most egregious part of the defamatory
15 press release is the statement claiming that the
16 Plaintiff committed crimes such as "**misappropriating**
17 **funds**", that the Plaintiff is a "**thief**", that any monies
18 paid to the Plaintiff from her business associates such
19 as Vogue Jewelers was money "**stolen**," and that the
20 Plaintiff had **no authorization from Mrs. World to accept**
21 **any revenues to for any reason and that this action rises**
22 **to a criminal level."** (See attached Exhibit A).

1 52. These statements are also false.

2 53. As the result of Defendant Johnson's malicious
3 slander, Plaintiff's business associate Vogue Jewelers
4 canceled their December Agreement with the Plaintiff
5 worth \$75,000.

6 54. As the result of Defendant Johnson's slander,
7 Vogue Jewelers also refused to have any future business
8 dealings with the Plaintiff.

9 55. The Defendant slandered the Plaintiff knowing that
10 the statements therein were all false.

11 56. Plaintiff is entitled to general damages for
12 harm to her property, business, trade, profession,
13 occupation, expenses, harm to her reputation, and shame,
14 mortification, ostracization or hurt feelings caused by
15 the defamatory statements in accordance with the proof
16 at trial.

17 57. The Defendant acted with reckless, willful and
18 callous disregard for Plaintiff's rights with malice,
19 fraud or oppression, entitling the Plaintiff of an award

1 of punitive damages in accordance with the proof at
2 trial.

3 58. Plaintiff has demanded that the Defendant
4 retract the libelous and slanderous press release and
5 issue a retraction and an apology.

6 59. This demand has not been complied with as of
7 date.

8 60. As such, Plaintiff continues to suffer harm to her
9 reputation, ostracization, humiliation due the
10 Defendant's libel and slander.

11

12 **PRAYER FOR RELIEF**

13 **WHEREFORE**, Plaintiff respectfully prays for
14 judgment against the Defendant for:

- 15
- 16 1. Compensatory damage in excess of Three Million
17 Dollars; or as will be proven at trial;
- 18 2. Punitive Damages;
- 19 3. Prejudgment Interest;
- 20 4. Attorneys Fees

1 5. Cost of suit;

2 6. Injunctive relief ordering Defendant to retract
3 the slanderous and libelous press release and issue a
4 retraction and apology;

5 7. Other relief as the Court deems just and proper

6

7 October 13, 2021

8

9

10

Respectfully submitted,

11
12
13 Alice Lee Giannetta,
14 Pro Se Plaintiff

15

16

17

917-576-6862